

Take Home Messages

Collecting and Analyzing Evaluation Data

1. Be prepared to mix qualitative and quantitative data. Mixed approaches often tell the whole story better than either approach alone.
2. Quantitative methods are excellent for exploring questions of “quantity”: how many people were reached; how much learning occurred; how much opinion changed; or how much confidence was gained.
3. The two key elements of a successful survey are a questionnaire that yields accurate data and a high response rate.
4. With surveys, descriptive statistics usually are adequate to analyze the information you need about your project. Charting and making comparisons also can help you analyze your findings.
5. Qualitative methods are excellent for exploring questions of “why”: why your project worked; why some people used the online resources after training and others did not; or why some strategies were more effective than others.
6. A good interview study uses a purposeful approach to sampling interviewees.
7. Analysis of interview data entails systematic coding and interpretation of the text produced from the interviews. Multiple readings of the data and revised coding schemes are typical.
8. In interviewing, you as the interviewer are the “instrument,” so you need to assess the steps you took to guarantee that the interview data you collected is as thorough, accurate, inclusive of all viewpoints, and unbiased as possible.

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